

**Remarks**

Claims 1-12 are pending. Reconsideration of the application in view of this Paper is respectfully requested.

An appropriate petition for an extension of the term in which to file this Paper is submitted herewith.

**I. Claim Rejection(s) under 35 U.S.C. § 102**

The Office Action states that claims 1-12 are rejected under 35 U.S.C. § 102(e) as being anticipated by U.S. Patent Application Publication No. 2004/0171391 to Muramatsu (hereinafter "Muramatsu"). With respect to Applicants' claims in view of this Paper, the rejection thereof is respectfully traversed.

A rejection of a claim on the basis of anticipation requires that the single piece of prior art being applied show, either expressly or inherently, each element of the claim. By this Paper, Applicants' claims recite either a method or system "for mapping locations of wireless transmitters having transmitter representative data and positioned for detecting the presence of participants in market research". The Office Action and Muramatsu fail to support rejection of the claims since this recitation is not shown as required; thus, it is respectfully requested that the rejection(s) be withdrawn.

More particularly, both the Office Action and Muramatsu specifically state that what is disclosed is something other than what Applicants have claimed. In looking to the Office Action, it is stated that Muramatsu discloses "a mobile terminal device having [a] route guiding function and route guiding method utilizing [a] mobile terminal device". This is confirmed by a review of Muramatsu whereby in its paragraph [0007] the providing of "a mobile terminal device having a route guiding function of permitting the user to simply know a direction of a target based on user's current position and direction . . ." is emphasized. Muramatsu can only disclose that

which is contained within its four corners; and Applicants respectfully submit that their invention, as expressed in their specification and their claims, cannot be found therein. Accordingly, it is respectfully requested that the rejection of the claims be withdrawn.

## II. Conclusion

It is respectfully submitted that the claims now pending in the subject application patentably distinguish over the references made of record, and that the application is in condition for allowance. Accordingly, allowance of the application is respectfully requested.

The Director is authorized to charge any additional fees incurred by reason of this response or credit any overpayment to Deposit Account No. 03-3415.

Respectfully submitted,

A handwritten signature in cursive script, reading "Eugene L. Flanagan III". The signature is written in dark ink and is positioned above the printed name and address.

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